ORDER

Orders Order / Rev: **#104119** Alt Order #: 06831860 Product Desc: BERKLEY FOR SENATE Estimate: Flight Dates: 07/31/12 - 08/06/12 Primary AE: Amy McCreary Original Date / Rev: 07/09/12 / 07/09/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Shorr Johnson Magnus **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Berkley, Shelley for Senate Advertiser Name: Demographic: A35+ New Business Thru: Product Codes: PLC01 Order Separation: 00:15:00 Priority: SELECT PRIORITY CODE Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/06/12	55	\$104,725.00	\$89,016.25

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	55	\$104,725.00	\$89,016.25	0.00
Totals	55	\$104,725,00	\$89.016.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary		-	Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	49%	\$104,725.00
Market	100%	\$213 724 AQ

Revenue Codes:

Share	Total
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
20%	\$42,744.90
0%	\$0.00
0%	\$0.00
16%	\$34,195.92
0%	\$0.00
13%	\$27,784.18
0%	\$0.00
0%	\$0.00
2%	\$4,274.49
	0% 0% 0% 0% 20% 0% 16% 0% 13% 0%

	Ln C	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E	1 K	SNV	07/31/12	08/03/12	M-F 5-6a WakeUp	w/WagM	5-6a	∽TWTF	:30	4	\$400.001	0.00 NM	4	\$1,600,00
					M-F 5-6a WakeUp	w/Wagners								
	NE	EWS			·									
		Star	t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	Wee	k: 07/3	30/12	08/05/12	-TWTF	4	\$400.00	0.00						

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Order / Rev:

104119

Advertiser:

Berkley, Shelley for Senate

Ålt Order #:

06831860

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

07/31/12 - 08/06/12

Estimate: 30S KSNV

Ln Ch Sta	rt End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV 07/3	1/12 08 <i>/</i> 03/12	M-F 5-6a WakeUp w	_	5-6a	-TWTF	:30	4	\$400.001	0.00 NM	4	\$1,600.00
NEWS		M-F 5-6a WakeUp v	wvvagners								
Start Date			pots/Week	Rate	Rating						
Week: 07/30/12 F 2 KSNV 08/06	08/05/12	TWTF M-F 5-6a WakeUp w	<u>4</u> //\/:αΜ	\$400.00 5-6a	0.00 M	:30	1	\$400.001	0.00 NM	4	£400.00
	3/12 00/00/12	M-F 5-6a WakeUp w		J-0a	[v]	.30	i	\$400.00 T	U.UU INIVI	1	\$400.00
NEWS Stort Date	End Data	' Maakdaya C	t- 05/ l.	D-4-	Datin.						
<u>Start Date</u> Week: 08/06/12	End Date 08/12/12	<u>Weekdays</u> M	oots/Week 1	<u>Rate</u> \$400.00	Rating 0.00						
E 3 KSNV 08/08	6/12 08/06/12	M-F 6-7a WakeUp w	_	6-7a	M	:30	1	\$700.001	0.00 NM	1	\$700.00
NEWS		M-F 6-7a WakeUp w	v/Wagners						1		
Start Date	End Date	<u>Weekdays</u> Sr	ots/Week	<u>Rate</u>	Rating						
Week: 08/06/12	08/12/12	M	1	\$700.00	0.00						
E 4 KSNV 0//3	1/12 08/03/12	M-F 6-7a WakeUp w M-F 6-7a WakeUp w		6-7a	-TWTF	:30	4	\$700.001	0.00 NM	4	\$2,800.00
NEWS		•	Ū								
Start Date Week: 07/30/12	<u>End Date</u> 08/05/12	<u>Weekdays</u> <u>Sr</u> -TWTF	oots/Week 4	<u>Rate</u> \$700.00	Rating 0.00						
E 5 KSNV 07/3			CM	658a-9am	-TWTF	:30	8 9	\$1,400.001	0.00 NM	8	\$11,200.00
TODAY		Today Show						, .,	51001.411	ŭ	Ţ11 <u>1</u> 200100
Start Date	End Date	Weekdays Sr	oots/Week	Rate	Rating						
Week: 07/30/12	08/05/12	-TWTF		\$1,400.00	0.00						
E 6 KSNV 08/00	5/12 08/06/12	*	СМ	658a-9am	M	:30	2 5	\$1,400.001	0.00 NM	2	\$2,800.00
TODAY		Today Show									
Start Date			oots/Week	Rate	Rating						
Week: 08/06/12 E 7 KSNV 08/08	08/12/12	News 3 Olympic Zon		\$1,400.00 7:30-8:00PM	0.00 M	:30	1	\$750.001	0.00 NM		\$750.00
		News 3 Olympic Zor		7.00-0.001	(*)	.50	'	\$730.001	U.UU NIVI	1	\$750.00
OLY ZONE <u>Start Date</u>	End Date	Weekdays Sr	ots/Week	Bato	Dating				- [
Week: 08/06/12	08/12/12	M	1	<u>Rate</u> \$750.00	Rating 0,00						
E 8 KSNV 07/31	1/12 08/04/12	News 3 Olympic Zon		7:30-8:00PM	-TWTFS-	:30	5	\$750.001	0.00 NM	5	\$3,750.00
OLY ZONE		News 3 Olympic Zor	ne								
Start Date	End Date	Weekdays Sr	ots/Week	<u>Rate</u>	Rating						
Week: 07/30/12	08/05/12	-TWTFS-	5	\$750.00	0.00						
E 9 KSNV 08/06	0/12 08/06/12	Olympics Primetime Olympics Primetime	СМ	730pm-12am	M	:30	1 \$	\$6,000.001	0.00 NM	1	\$6,000.00
OLY PRIME											
<u>Start Date</u> Week: 08/06/12	End Date 08/12/12	<u>Weekdays</u> <u>Sr</u> M	oots/Week	<u>Rate</u> \$6,000.00	Rating 0.00						
in the second se		Olympics Primetime	CM	730pm-12am		:30	1 5	\$6,000.001	0.00 NM	1	\$6,000.00
		Olympics Primetime					·	, ,			+ -,
OLY PRIME <u>Start Date</u>	End Date	Weekdays Sr	ots/Week	Rate	Rating						
Week: 07/30/12	08/05/12	F	1	\$6,000.00	0.00						
E11 KSNV 07/31	/12 08/02/12	Olympics Primetime	СМ	730pm-12am	~TWT	:30	6 9	\$6,000.001	0.00 NM	6	\$36,000.00
OLY PRIME		Olympics Primetime	-								
Start Date			ots/Week	Rate	Rating						
Week: 07/30/12 E 12 KSNV 08/05	08/05/12 5/12 08/05/12	-TWT Olympics Primetime	CM	\$6,000.00 730pm-12am	0.00 s	:30	1 0	6,000.001	0.00 NM	4	ቀድ በ ስስ ስለ
	00/00/12	Olympics Primetime		, 50pm-12am	3	.50	1 3	po,000.00 I	U.UU NIVI	1	\$6,000.00
OLY PRIME	End Data	Meekdays Co	oto AMonte	Data	Datina						
<u>Start Date</u> Week: 07/30/12	End Date 08/05/12	<u>Weekdays</u> Sp S	ots/Week 1	<u>Rate</u> \$6,000.00	Rating 0.00						
E13 KSNV 08/04	*		СМ	9am-930am	S-	:30	1	\$500.001	0.00 NM	1	\$500.00
									_		

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KSNV

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55 \$104,725.00

Totals

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Advertiser:

Berkley, Shelley for Senate

Ált Order#: Flight Dates:

07/31/12 - 08/06/12

Product Desc: Estimate:

BERKLEY FOR SENATE

30S

Ln Ch Sta	rt End	Inventory Code		Start/End	Time Days	Len Sp	ots I	Rate Pri	Rtg Type	Spots	Amount
		News 3 Today - S									
NEWS		News 3 Today - 8	SAI								
Start Date	End Date	Maakdaya	Cmata 0Na ala	Data	Detin						
Start Date Week: 07/30/12	End Date 08/05/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$500.00	Rating 0.00						
E 14 KSNV 08/04	4/12 08/04/12	Saturday Today	CM ,	7a-9am	S-	:30	1 \$6	525.001	0.00 NM	1	\$625.00
SAT TDOAY		Saturday Today									
=	End Date	Modera	Cmota (Mila ale	Dete	Detin						
<u>Start Date</u> Week: 07/30/12	End Date 08/05/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$625.00	Rating 0.00						
			- 1441014		*******						•
E 15 KSNV 08/0	5/12 08/05/12			4am-6pm	S	:30	4 \$1,7	700.003	0.00 NM	4	\$6,800.00
OLY DAYTIM	E 1807	Olympics Daytim	e WEEKEND								
		M/a alkalassa	C = -4= 0.01==1.	D-4-	Datte				Ī		
<u>Start Date</u> Week: 07/30/12	End Date 08/05/12	<u>Weekdays</u> S	Spots/Week	Rate	Rating						
				\$1,700.00	0.00						
E 16 KSNV 08/0	4/12 08/04/12	Olympics Daytime		4am-6pm	S-	:30	4 \$1,7	700.003	0.00 NM	4	\$6,800.00
OLY DAYTIM	E 1807	Olympics Daytim	e WEEKEND								
		W I. I	0 (00)	ъ.	B 11						
Start Date		<u>Weekdays</u> S-	Spots/Week	Rate	Rating						
Week: 07/30/12	08/05/12			\$1,700.00	0.00				····		-
E 17 KSNV 07/3	1/12 08/03/12	Olympics Daytime		9am-4pm	-TWTF	:30	8 \$1,2	200.003	0.00 NM	8	\$9,600.00
OLV DAVTIM	-	Olympics Daytim	e Weekdays								
OLY DAYTIM											
Start Date		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 07/30/12	08/05/12	-TWTF		\$1,200.00	0.00						
E 18 KSNV 08/00	6/12 08/06/12	Olympics Daytime		9am-4pm	M	:30	2 \$1,2	200.003	0.00 NM	2	\$2,400.00
OLVDAVERA	_	Olympics Daytim	e Weekdays								
OLY DAYTIM											
Start Date		<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 08/06/12	08/12/12	M	2	\$1,200.00	0.00						